

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2018/2019

BMR 3074 – INTERNATIONAL MARKETING

(All sections / Groups)

22 OCTOBER 2018
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 4 pages with **TWO** sections.
2. Answer **ANY TWO (2)** questions in **SECTION A**.
3. Answer **ALL** questions in **SECTION B**. The distribution of the marks for each question is given.
4. Please write all your answers in the Answer Booklet provided.

SECTION A (40 MARKS)

Answer any TWO (2) questions only.

QUESTION 1

Psychology and marketing often goes hand in hand. From the global marketing perspective, there is a motivational theory that provides a useful understanding on how marketers successfully promote their market offerings beyond home country borders by underlying the customer's needs. Discuss any **FOUR (4)** ways how this consumer behaviour theory can be used effectively in global marketing. Provide examples to support your arguments.

(Total : 20 Marks)

QUESTION 2

- a) The picture above depicts McDonald's packaging in Malaysia and Singapore. In your opinion, why is general packaging important besides protecting the contents? Discuss **TWO (2)** reasons in detail. (Picture source: <https://babab.net/artikel>)

(10 Marks)

- b) Sometimes, in the contemporary market, marketers impose a set of pricing which consumers are unable to avoid paying. By any possible means, consumers have to pay twice- for the primary as well as secondary products. In your opinion, what pricing strategy best describe this situation, and how does this pricing strategy operate effectively.

(10 marks)

(Total : 20 Marks)

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QUESTION 3

Universal Studios of Genting (USG) will be launching soon at Genting Highlands. Can this theme park, already famous for its park entertainment at Universal Studios of Singapore (USS), use *behavioural segmentation* when targeting the various global markets? Why or why not? Justify **FOUR (4)** arguments with relevant examples.

(Total : 20 Marks)

SECTION B (60 MARKS)

Answer ALL questions in Section B based on the case provided below.

CASE : OPENING OF APPLE'S FIRST SINGAPORE STORE ATTRACTS HUNDREDS

SINGAPORE: Apple fans turned out in force on Saturday (May 27, 2017) as the US tech giant's first brick-and-mortar store in Singapore opened its doors. Ahead of the official opening at 10am, an Apple representative said there were more than 200 people queuing around Knightsbridge Mall along Orchard Road, with some in line as early as 5pm on Friday.

Another Apple representative later told Channel NewsAsia there were about 2,000 people in the queue by the time the doors opened. First in line was Mr Peter Xiang, who had been in line for more than 10 hours. The 25-year-old Chinese national, who has been to several Apple Stores in China, decided to fly to Singapore on May 23 for the opening. "I've been on standby here for more than 10 hours. No matter, I'm still excited (but) a little tired now," he told Channel News Asia. "Looking forward most to (getting a) Apple T-shirt and maybe I will buy something. Maybe some accessories."



Also in the line for more than 10 hours were Mr Timothy Wang and Ms Afreen Akbany (both in the left picture), both 17-year-olds studying at ACS International. Mr Wang said the tech giant's retail outlets stand out for their great customer service and well-planned in-store designs. "I've been to several Apple stores in the US and in Hong Kong, but this is certainly prettier because this is in Singapore ... They have really good customer service too

so I'm excited about finally having an Apple Store here."

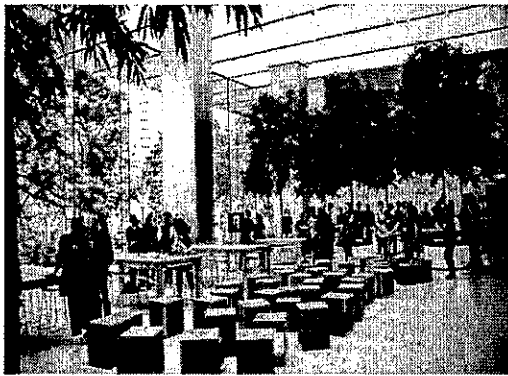
For 20-year-old Tim Shao from China, live trees taking up prominent spots within were what made the new store in Singapore unique. "The designs of all the Apple stores are uniformed so in terms of the layout, this is nothing special," he told Channel NewsAsia. "What's unique is the trees here and this is the Apple Store version 2 design that only started last year. This is not available in the US." (Picture is depicted at the next page)

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The two-storey Apple Orchard Road is also the first official Apple store in Southeast Asia. "Generally, Apple stores in Hong Kong, Tokyo and many other cities have turned out to be a destination retail space. Tourists as well as locals are often drawn to the stores to experience the offerings as well as to enjoy the new concepts," said Mr Desmond Sim, head of CBRE Research for Singapore and Southeast Asia. "Hence, it is not surprising that this will also be the same for the first Singapore store."

Apple has nearly 500 stores in 20 countries worldwide and as of April, welcomes more than a million visitors a day. It expects the newly unveiled Singapore store, which it sees as a "modern-day town square", to be one of its most popular around the world.

Apart from having its core products like the iPhone on display prominently on the first level, the store will also be conducting free hands-on educational sessions on topics such as photography and coding. These sessions will be conducted in a space called the Forum on the second level, which is equipped with a large screen and break-out tables.



Industry experts said the incorporation of activity-based and experiential-based concept stores is synonymous with brands such as Apple. It also serves as a strategy for brick-and-mortar retailers in their battle against e-commerce. "The business of retail is not only about pure transactions but it has a high experiential component that consumers yearn for and is drawn to. This is especially so for new technology for lifestyle," said CBRE's Mr Sim. "Not to mention that the business of retail is also a very visual business. Design of stores will attract crowds."

One unique design at the Singapore Apple Store that caught much attention was the two curved stone staircases, which drew inspiration from Apple's new campus in Cupertino. Industry experts expect the Apple Orchard Road, which opened after many reported delays, to be a boost for Singapore's prime shopping belt and neighbouring stores.

Ms Christine Li, research director at Cushman & Wakefield, said: "Before Apple Store came to town, people could have been a bit bored of Orchard Road because there is little differentiation between Orchard Road and, say, a suburban shopping centre as people see more or less the same brands and retail offering. "I personally believe that Orchard Road is not dead, but it needs to be exciting and entertaining in order for locals and tourists to visit it repeatedly," she added.

Source: Channel News Asia

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SECTION B (60 MARKS)

Answer ALL questions.

1. Based on the case study, assess **THREE (3)** marketing strategies on how Apple has been able to attract so many fans and potential customers into its first store in South East Asia (Singapore). You need to quote examples from the case study to support your assessments.
(15 Marks)
2. Apple has incorporated the activity-based concept into its stores instead of just focusing on the experience-based retail approach. In your opinion, which promotional strategy does this strategic application fulfil?
(10 Marks)
3. Let's say Apple intends to establish another brick-and-mortar store in the vicinity of Jalan Bukit Bintang (*Bintang Walk*), Kuala Lumpur, Malaysia- a shopping heaven and entertainment district. Advise Apple on **THREE (3)** global market environmental factors which should be considered before its establishment.
(15 Marks)
4. In your opinion, which '*culture positioning*' best describes Apple's brand positioning in the global marketing context?
(10 Marks)
5.
"I've been on standby here for more than 10 hours. No matter, I'm still excited (but) a little tired now"

This statement was mentioned by one of the Apple's fans. In your opinion, are fans important for a business like Apple's growth? Discuss it in detail using marketing theory(s) or concept(s).

(10 Marks)

(Total : 60 Marks)

End of Page